

# ABSTRACT

A R-Fe-B base rare earth permanent magnet material  
5 consists of, in percents by weight, 25 to 45 wt% of R, 0.1 to  
4.5 wt% of Co, 0.8 to 1.4 wt% of B, 0.05 to 3.0 wt% of Al,  
0.02 to 0.5 wt% of Cu, 0.03 to 0.5 wt% of M, 0.01 to 0.5 wt%  
of C, 0.05 to 3.0 wt% of O, 0.002 to 0.1 wt% of N, 0.001 to  
2.0 wt% of F, with the balance of Fe and incidental  
10 impurities, wherein R is at least one element selected from  
among Nd, Pr, Dy, Tb and Ho, and M is at least one element  
selected from among Zr, Hf, Ti, Cr, Nb, Mo, Si, Sn, Zn, V, W  
and Cr.